

Message Text

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16

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AMCONSUL ZURICH UNN

UNCLAS BERN 2746

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E.O. 11652: N/A

TAGS: BEXP, SZ

SUBJ: COUNTRY COMMERCIAL PROGRAM - FY 1975 FINAL PROGRESS REPORT

1. ALL ACTIVITIES DESCRIBED UNDER "ACTIVITY TARGETS" WERE
PERFORMED WITH EXCEPTIONS NOTED BELOW.

A. PROJECT NO. 1, INVEST IN USA, WAS DELETED FROM CCP BY
AGREEMENT WITH WASHINGTON.

B. PRECISE FIGURES TO TO SUBMISSIONS, ETC., APPEAR BELOW.

C. IN-STORE PROMOTION INVESTIGATED WILL INVOLVE MEMBERS
OF BAHNHOFSTRASSE ASSN., ZURICH, RATHER THAN "A SINGLE
MAJOR STORE", AS ENVISAGED IN PROJECT NO. 6.

2. BERN AND ZURICH SUBMITTED A TOTAL OF 322 TO REPORTS,
DIVIDED AMONG THE VARIOUS CCP PROJECTS AND OTHER COMMODITIES
AS FOLLOWS:

PROJ. 2 HEALTH CARE 18
PROJ.3 LABORATORY INSTRUMENTS 15
PROJ.4 ENVIRONMENTAL CONTROLS 18
PROJ. 5 ELECTRONIC EQUIPMENT 32
PROJ.6 CONSUMER GOODS 78
OTHER COMMODITIES 172

3. BERN AND ZURICH TOGETHER SUBMITTED TWO DESK STUDIES,
25 SCHEDULED CERP REPORTS, 275 WTDRS, 52 ADS REPLIES,
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FOUR MAJOR PROJECT REPORTS, FIVE INVESTMENT OPPORTUNITY

REPORTS, TWO TRADE LISTS IN SUPPORT OF MARKET RESEARCH, 34
LICENSING OPPORTUNITY REPORTS AND 27 REVERSE LICENSING
OPPORTUNITY REPORTS, AND REPLIED TO 11 LICENSING
REQUESTS.

4. IN ADDITION TO PUBLISHING THREE ISSUES OF THE
COMMERCIAL NEWSLETTER (REDUCES FROM SIX BY BUDGETARY
CUTS), WE INITIATED TWO NEW SPECIALIZED QUARTERLY
PROMOTIONAL PUBLICATIONS, THE LICENSING AND JOINT
VENTURE BULLETIN AND THE HEALTH CARE NEW PRODUCTS
BULLETIN.
DOMINICK

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